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Peto

TOP QUALITY
SEED



[1961]

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U. S. Department of Agriculture

HYBRID
VEGETABLES



STANDARD

TOMATO

PEPPER

SEED



BREEDERS AND GROWERS

Peto Seed Co.

SATICOY, CALIFORNIA U.S.A.

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SPECIAL GROWING

Special crosses of hybrid vegetables are grown for the wholesale trade on a customer's specific request, with full guarantee of exclusive and confidential handling.

Please consider us your plant breeders.



A Message . . .

The production of Top Quality Pure Seed has always been the prime objective of Peto Seed Company.

With more than ten years of operation as specialist growers and breeders of quality F₁ hybrid vegetable seed, as well as standard tomato and pepper seed, we believe we are best qualified to serve the seed industry with its specific requirements.

Our regional trial grounds, breeding and variety improvement work are conducted in California, by a highly skilled staff of experienced personnel, as well as other trials being conducted annually through the U.S.A. and many foreign countries. We have excellent climate at our production area in Saticoy, California where we produce our top quality, high germination, strong vitality Western grown seed, for our national and international customers.

You will find you get better seed, better crops and better service with Peto Seeds.

Dr. Howard Peto



Extensive trials have played an important part in Peto Seed Company's operations; knowledge gained has helped us to evaluate new varieties quickly and to offer our customers the best quality. Visitors are always welcome.

SPECIAL GROWING

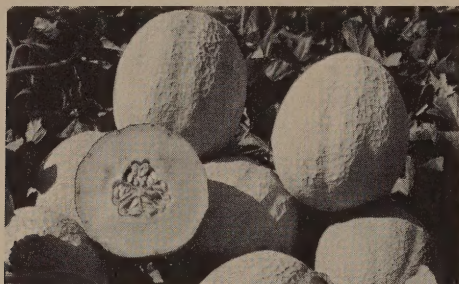
Peto Seed Company offers, on a quality basis, Special Growing on Contract of your own selected stocks of any varieties and will maintain same for your use only.



NEW FOR 1961

We call your attention to these New and Special Varieties now available.

F₁ Hybrid Cantaloupe SATICOY HYBRID



Slate green, medium netting, excellent size, very productive, double resistant.

F₁ Hybrid Cucumber SATICOY HYBRID (Mosaic & Mildew Resistant)



Dark green, very straight and uniform. Long productivity due to disease resistance.

F₁ Hybrid Squash SATICOY HYBRID Crookneck Type



An early, high yielding Summer Crookneck type producing nearly smooth, deep yellow fruits of high quality.

QUALITY:

Peto Seed grows their own crops in California in areas noted for production of seed of high vitality and vigor. All seed fields are under the personal supervision of Dr. Howard Peto through all phases of production and harvesting.

Each seed variety is a **Top Selection** from our extensive breeding trials and is grown under the most modern quality-controlled methods. Uniformity, trueness to type and high production are some of the important factors selected to give you the best quality and highest yields.



PACKING AND TREATING:

STANDARD PACKING:

Bulk not treated. Bags net charge. Arasan treated .05 per pound extra.

HERMI SEALED [®] :

We offer seed packaged under our special process called "Hermi Sealed [®] " to control seed moisture and to maintain the high Vitality of fresh harvested seed. The seed has been specially cured, processed, Arasan treated and Hermi Sealed against disease germs, insects, and moisture, to insure high germinating ability. This Hermi Seal process also gives protection against dirt, tampering, mechanical injury and rodents. Seed is packaged in one lb. cans, 10 cans per carton, master shipping carton in 50 pound container. Service charge 20c extra per lb.

CUSTOM PACKAGING:

Seed grown on contract can be custom packaged to your specifications at cost.

TERMS:

3%—15 days. No exceptions. Net 30 days after date of invoice to firms of approved rating. Prices F.O.B. Saticoy, California, U.S.A. after May 1. Bags and insurance extra at value. 8% interest charged on Past Due accounts.

CONDITION OF SALE:

Contract period ends May 1. Prices subject to change or withdrawal without notice. Add 5% to late contracts, after May 1. Subject to conditions of our standard contract form.

WARRANTEE:

We warrant to the extent of the purchase price that seeds we sell are as described by us on our container within recognized tolerances. Our liability, whether contractual or otherwise, is limited in amount to the purchase price of the seeds under all circumstances and regardless of the nature, cause or extent of the loss. Seeds not accepted under these terms and conditions must be returned at once in original unopened containers and the purchase price will be refunded.



F₁ HYBRID VEGETABLE SEED

F₁ HYBRID CANTALOUPE

Super Market

New Saticoy Hybrid

F₁ HYBRID CUCUMBERS

Early Marketer

Early Surecrop

New Saticoy Hybrid

Total Marketer

Imp. Hycrop Pickling

Triple Purpose (Long Green)

F₁ HYBRID EGGPLANT

Mission Bell

F₁ HYBRID ONION

Bountiful

Early Harvest

Granex Yellow

Granex White

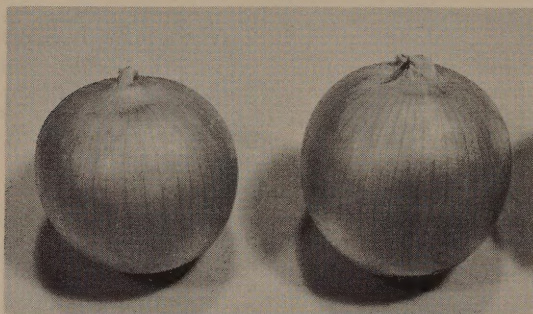
Magnifico

Peto Imp. Early Yellow

Granex

New Early Saticoy Hybrid

Y-28



Hybrid Onion, **EARLY HARVEST**

F₁ HYBRID SQUASH

Blackini

New Saticoy Hybrid

Storr's Green

F₁ HYBRID WATERMELON

Dixie Queen

New Early Midget (Ice Box
Type)

F₁ HYBRID VEGETABLE SEED

F₁ HYBRID TOMATOES BY PETO

Breeders
Early Delicious
Early Giant
Early Hycross
Early Prolific
Giant King
Wonder Boy

F₁ HYBRID TOMATOES EXPERIMENT STATION RELEASES

Michigan-Ohio (FR)
Tuckcross O (FR & Clad.
 Leaf-Mold)
Tuckcross W (FR & Clad.
 Leaf-Mold)
PA 103 (FR)
H-2
H-11



Hybrid Tomato, WONDER BOY

F₂ TOMATOES BY PETO

Early Wrap
Hystep (STEP 235)
Jumbo Pink
Peto Pride
Peto Early Canner
Prize Red
Scarlet Queen
795
5348 (FR)

STANDARD TOMATO VARIETIES

Ace
 Anahu (Nem. Res. F.R.)
 Bonny Best
 Bounty
 Break O'Day
 Brimmer (Pink)
 Caro Red
 Cavalier
 Crimson Cushion
 De La Plata
 Earliana F 56 (F.R.)
 Earliana 498
 Early Chatham
 Earlypak
 Earlypak No. 7
 Fireball
 Gt. Italian Potato Lf.
 Glamour
 Grandpak
 Grothen's Globe (F.R.)
 Gulf State Market
 Homestead No. 24 (F.R.)
 Hotset
 Imperial
 Indian River (F.R.)
 J. Moran
 John Bear
 Jubilee
 June Pink
 Kolea (Nem. Res. FR)
 Manalucie (F.R.)
 Manapal (STEP 314) (New U.
 of Florida)
 Marglobe, Sup. Imp. (F.R.)
 Marion (F.R.)
 Michigan State Forcing

Oxheart
 Pearson A-1 Imp. (V.R.)
 Imp. Pearson
 Pearson Select
 Pearson VF No. 6
 Pearson VF No. 11
 VF 36 (Pearson type)
 Pink Shipper
 Plainsman
 Ponderosa Pink
 Ponderosa Red
 Imp. Porter
 Porter
 Pritchard
 Red Cloud
 Red Global
 Rutgers (Selected Strain)
 Sequoia (F.R.)
 Stokesdale
 Stone
 Sunray (F.R.)
 Super Sioux
 T-2 Improved (V.F.)
 Tom Boy (Beefsteak Type Pink)
 Trellis No. 22
 Valiant
 Victor
 Waltham M-P Forcing

SMALL FRUITED TYPES

Red Cherry, Large
 Red Cherry, Small
 Red Top
 Red Top VR No. 9
 Roma (F.R.)
 San Marzano
 San Marzano V.R.
 Tiny Tim
 Yellow Pear
 Yellow Plum

MECHANICAL HARVESTING VARIETIES

Epoch
 V.R. 145-A
 V.R. 145-B
 V.R. 145-22

STANDARD PEPPER VARIETIES

HOT VARIETIES

Anaheim Chili (Spec. St.)
Cayenne Long Slim
Floral Gem
Fresno Chili P (Mos. & Spt.
Wilt Res.)
Hungarian Block Type
Hungarian Yellow Wax
Jalapeno
Red Cherry Large
Red Cherry Small
Red Chili
Roumanian

SWEET VARIETIES

All Big
California Wonder
Cherry Sweet
Florida Giant
Golden California Wonder
Hungarian Block Type
Hungarian Sweet Wax
Keystone Resistant Giant
Oakview Wonder
Pimiento (Perfection)
Rio Wonder
Roumanian
Sweet Banana
Vinedale
Wonder Giant
Yellow Sweet Long
Yolo Wonder
Yolo Wonder B Imp.

DOUBLE YOUR PROFITS, DOUBLE YOUR HYBRIDS-

F₁ Hybrid Tomato WONDER BOY

A big beautiful hybrid tomato with a wonderful flavor and eye appeal, it tops them all.

F₁ Hybrid Tomato EARLY GIANT

The largest yielding early hybrid with giant fruits of delicious flavor. A prize winner.

F₁ Hybrid Cucumber EARLY SURECROP

All-Time All-American Winner 1953.

Disease resistant, slicing hybrid with an unusually delicious, white crisp flesh. The favorite of all. A real surecropper.

F₁ Hybrid Cantaloupe SUPER MARKET

Unsurpassed for its rich muskmelon flavor, meaty, deliciously sweet. A very popular heavy cropping hybrid.

F₁ Hybrid Squash STORR'S GREEN

A very early summer squash (Zucchini type) producing tremendous yields with attractive medium green fruits of fine texture and flavor.

. . . WITH THESE

BIG MONEYMAKERS!



HOME OF

Peto Seed Co.

CALIFORNIA



Peto Seed Co.

PURE



SEED